

Introduced by Senator Hernandez

February 18, 2011

An act to amend Section 25611.2 of the Business and Professions Code, relating to alcoholic beverages.

LEGISLATIVE COUNSEL'S DIGEST

SB 768, as introduced, Hernandez. Alcoholic beverages: licensees: electronic data services.

The Alcoholic Beverage Control Act regulates the provision of signs and other advertising matter to licensed retail premises by manufacturers and others. The act provides that nothing in the act prohibits any alcoholic beverage manufacturer, manufacturer's agent, winegrower, or wholesaler from furnishing electronic data services, which are limited to transmission by telephone line, microwave, or other electronic means, to a licensed retail premises.

This bill would revise the description of electronic data services transmissions to include those transmissions by internet or other wireless means of data transmission.

Vote: majority. Appropriation: no. Fiscal committee: yes. State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. Section 25611.2 of the Business and Professions
- 2 Code is amended to read:
- 3 25611.2. Nothing in this chapter shall prohibit any alcoholic
- 4 beverage manufacturer, manufacturer's agent, winegrower, or
- 5 wholesaler from furnishing or giving electronic data services to a
- 6 licensed retail premises. For purposes of this section, "electronic

1 data services” are limited to the transmission by telephone ~~line~~,
2 microwave, *internet, or other wireless*, or other electronic means
3 of data relating to retailer inventory of the manufacturer’s,
4 winegrower’s, or wholesaler’s brands, monitoring of brand sales
5 performance, electronic invoice transmissions, and electronic funds
6 transfer.

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